

WITH
UNITED
ARTISTS



AROUND THE WORLD

Merry
Christmas
and a Happy
New Year

IN THIS ISSUE

Mr. Kelly Homeward Bound.....	Page 1
Warning on "Barnum".....	Page 1
"Barnum" Marks Showman's Centennial.....	Page 2
Biography of Fairbanks Serialized.....	Page 3
Film Starts London-Sydney Air Service.....	Page 3
Box-Office Champions.....	Page 3
20th Century Lot Beehive of Industry.....	Page 4
"It Happened in Spain" Is Paris Hit.....	Page 5
U.A. Dominates in London.....	Page 5
News From London Films.....	Page 6
Studio Snapshots.....	Page 7
It's a Disney World.....	Page 8
"Band Concert" First Mickey in Color.....	Page 9
Disney Christmas Subjects.....	Page 9
U.A. Pictures Consistent Winners.....	Page 10
Diplomats at N.Y. Opening "Don Juan".....	Page 11
London Paper Boosts Disney Biography.....	Page 11
Purely Personal.....	Page 12
Showmanship Round the World.....	Page 13-14-15
U.A. Effects Unique Tieup in Paris.....	Page 16
Holiday Greetings.....	Page 16

MR. KELLY HOMEWARD BOUND

Arthur W. Kelly, vice-president of United Artists in charge of foreign distribution, sailed from Tokyo for home Nov. 23. He arrives in Los Angeles Dec. 5 and will probably be back in New York by the tenth of the month. Since leaving Australia, Mr. Kelly has visited Soerabaia, Batavia, the Dutch East Indies, Java, Singapore, the Philippines, China and Japan. Before he left Sydney, Mr. Kelly was the recipient of a very handsome gift from the Australasian staff. It is a desk set in the shape of a map of Australia molded in solid silver, with the island maps of New Zealand and Tasmania inlaid in gold. The position of each capital city is clearly indicated by a precious stone by which it is identified - Brisbane (sapphire), Sydney (opal), Melbourne (garnet), Adelaide (tourmaline), Perth (pearl) and Wellington (greenstone). In the center of the base is the coat-of-arms of Australia. Included in the design is a representation of a kangaroo and a kookaburra, in solid silver, suspended between which is a boomerang carrying the inscription. The whole design, mounted in a beautiful silk-lined blue leather case, completed an elaborate and novel presentation. Little wonder that Mr. Kelly feels it is "the most marvelous gift I have ever received in my life."

WARNING ON "BARNUM"

From the office of Darryl F. Zanuck comes this word of warning:

"'The Mighty Barnum' is not a circus picture. In the advertising, publicity and exploitation of this production, you must be sure that nothing is done, either by written word or pictorial design, that might even imply it is a circus picture. The story deals with Barnum's career before he went into the circus business, and that was the period of his life which was the most colorful, because it was the time he was struggling and startling the world with his showmanship, his hoaxes and his pioneering in ballyhoo. These things, with the many laughs and the bigness of the production, all of which combine to make a picture of epic proportions, are the focal points around which the campaign must be built."

The keynote of the "Barnum" campaign now being worked out by the Home Office advertising and publicity staff is along these lines - "Greater than the greatest show on earth is the story of Barnum himself - his audacious humbuggeries, his family intrigues, the beautiful women that came in and out of his life. Not even this great showman, wild and imaginative as he was, could conceive a drama bigger or more fascinating than the one he actually lived."

First and last, "The Mighty Barnum" is the romance of an unusual character - the portrait of a man that is almost unbelievable.

RELEASE OF "THE MIGHTY BARNUM" TO MARK

CENTENNIAL OF WORLD-FAMOUS SHOWMAN

"The Mighty Barnum," first of 20th Century's new lineup, is finished. Previewed in Hollywood before a hard-boiled audience of trade and newspaper critics, the film received a tremendous ovation; and a comprehensive campaign is now being worked out at Home Office to do full justice to this outstanding screen attraction.

The general release of the picture early in 1935 will be in the nature of a centennial celebration. It will mark just 100 years since P.T. Barnum first began his colorful career as a showman, whose achievements in purveying entertainment paved the way for the subsequent success of the motion picture industry.

It was in 1835 that Barnum left his little grocery store in New York to launch both fame and fortune by exhibiting Joice Heth, the Negro woman who was supposed to be 160 years old and who knew George Washington when he was an infant.

This episode in the hectic life of the circus man is only one of the exciting highlights in the film which presents many of the famous figures that marked Barnum's career. Among these are General Tom Thumb, the midget with whom he gained his greatest fame in Europe; Jenny Lind, the Swedish nightingale; the Cardiff Giant; the Fiji Mermaid; and Madame Zorro, the bearded lady.

With Wallace Beery playing the role of the mighty Barnum himself, the supporting cast includes a list of notable players headed by Adolphe Menjou, Virginia Bruce, Janet Beecher, Rochelle Hudson, May Boley and Lucille LaVerne. The production was directed by Walter Lang.

For the first time in the history of motion picture production, the script of a screenplay has been published in book form. The scenario of "The Mighty Barnum," by Gene Fowler and Bess Meredyth, has been brought out as a book by Covici-Friede, important New York book publishers.

Explaining this new development in literary forms, Gene Fowler, in a characteristically spirited and satirical Foreword declares: "This scenario of 'The Mighty Barnum' is the first shooting script to be published in book form and pretends to function wholly inside its own medium - that of motion picture entertainment. It violates most of the canons of literature and kicks history squarely in the groin. It seeks to create and sustain a mood in consonance with an era of pioneer showmanship."

(Note: Copies of this book have been sent to all head offices).

COMPLETE FAIRBANKS BIOGRAPHY

NOW AVAILABLE IN SERIAL FORM

Spurred by the enthusiastic reception accorded "The True Life Story of Walt Disney" as revealed by its wide publication all over the world, the Foreign Publicity Department has prepared an official biography of Douglas Fairbanks based on authentic facts and information obtained from Fairbanks himself; his brother, Robert; and Karl K. Kitchen, noted journalist, who has been a close friend of the star for more than twenty-five years.

"The True Life Story of Douglas Fairbanks" contains many hitherto unpublished incidents and anecdotes that shed a revealing light on the character and philosophy of one of the most vital personalities in show business. Like the Disney story, this Fairbanks biography has been prepared as a serial, in six absorbing chapters, with special photographic and art illustrations, available in mat form and in 8x10 photos.

Coming at this time, when Fairbanks is very much in the headlines and we are getting ~~ready to~~ release "The Private Life of Don Juan," this biography is doubly valuable both as a timely newspaper feature and as an advance builder-upper for the picture.

KORDA PICTURE INAUGURATES

LONDON-SYDNEY AIR SERVICE

Our British brethren have hit upon a stunt that should be productive of a raft of publicity. Learning that Imperial Airways is inaugurating a commercial air service on December 8 between London and Sydney, they are sending a print of "The Scarlet Pimpernel," London Films production, co-starring Leslie Howard and Merle Oberon, as the first item of freight to be carried over the new air line. This is also the first time a picture is being shipped to Australia by air. Arrangements have been made by our Sydney office to receive the print on its arrival, December 21, with ceremonials in which government officials will participate. A special preview for the press is also scheduled.

BOX-OFFICE CHAMPIONS!

The box-office champions for October, published in the December 8 issue of Motion Picture Herald, include two United Artists releases - "The Count of Monte Cristo" and "The Last Gentleman." Selections are based on actual box-office receipts of key city engagements.

AS ZANUCK PUTS 6 PICTURES IN PRODUCTION

The 20th Century lot is a beehive of industry. With one picture completed, two in production, and three more in active preparation, Darryl F. Zanuck is the busiest man in Hollywood.

The finished picture is "The Mighty Barnum," which is discussed in detail on another page of this issue.

Actual filming has started on "Clive of India," which will be one of the most elaborate spectacles ever attempted by 20th Century and cost in the neighborhood of a million dollars. Ronald Colman plays the title role in the film, which depicts the romance and adventure of one of England's greatest generals. Loretta Young has the feminine lead, with Colin Clive and Francis Lister in important supporting roles. Richard Boleslawski is directing from a script written by W.P. Lipscomb and R.J. Minney, authors of the London stage success of the same name. An outstanding sequence in the production will be a picturization of the Black Hole of Calcutta, one of the most horrifying episodes in the history of war, and a famous highlight in the history of Great Britain.

The other film on which actual camera work has started is "Folies Bergere de Paris," the lavish musical production in which Maurice Chevalier is starred and Merle Oberon portrays the principal feminine role, under the direction of Roy Del Ruth, with Ann Sothorn, Lumsden Hare, Walter Byron, Ferdinand Gottschalk, Robert Grieg, Eric Blore, Ferdinand Munier, Gilbert Emery, Phillip Dare and Frank McGlyn in support. The dramatic plot of the film is by Aron Leblanc, with music by Cole Porter. Dave Gould will stage the dance ensembles which will be patterned after the spectacular numbers that made the Folies Bergere famous all over the world. Chevalier will sing five songs in the picture - "Rhythm of the Rain," "I Was Lucky," "Au Revoir L'Amour" and "Singing a Song," all by Jack Meskill and Jack Stern. The fifth number, by Burton Land and Harold Adamson, is "You Took the Words Right Out of My Mouth." There will be a French version of the film, in which Princess Natacha Paley will play opposite Chevalier, with a group of twelve stars of the Parisian musical stage brought over especially to appear in the supporting cast.

The other three pictures Mr. Zanuck is lining up are:

"Cardinal Richelieu," starring George Arliss, who has just returned to Hollywood from London.

"The Call of the Wild," starring Clark Gable (not Fredric March) based on Jack London's story of Alaskan adventure, which Gene Fowler and Leonard Praskins have adapted to the screen. Madeline Carroll, star of the British stage and screen, will play the leading feminine role. (Note: Gable will appear in this picture instead of "It Had to Happen").

"Les Miserables," starring Fredric March, based on Victor Hugo's classic, which W.P. Lipscomb has adapted.

"IT HAPPENED IN SPAIN" SCORES HIT

AT BRILLIANT OPENING IN PARIS THEATRE

United Artists has an unquestionable success in "It Happened in Spain," the Spanish-made film to which our company recently acquired the world rights. According to reports received at Home Office from various European capitals, where it has already been shown, the picture has scored a box office bullseye.

Under the heading "Hollywood-Like Spanish Picture on View in Paris," the New York American printed the following Universal Service special cable in its issue of Nov.30:

Paris, Nov.29 - One of the first Hollywood-like films ever introduced from Spain had its premiere tonight in Paris and was enthusiastically applauded by an aristocratic audience of first nighters.

Directed and produced by Harry d'Arrast, well known in Hollywood, the picture, "It Happened in Spain" - a Spanish farce with an eighteenth century setting - features an international cast, including Eleanor Boardman, American film actress.

The audience, which laughed lustily at the romantic rivalries of the Spanish miller, the village chief-of-police and their respective wives, included Duke and Duchess de Brissac, Salvador de Madariaga, Spanish Ambassador to France; Prince and Princess Jerome Murat, Count and Countess Wissocq and Baron and Baroness d'Almeida.

D'Arrast and Miss Boardman were also present at the gala premiere which was held in the fashionable Paris cinema, Lord Byron, on the Champs Elysees.

Against a background of quaint Spanish settings, the plot centers on how the miller turns the tables of the police chief who has designs on the miller's wife. The police chief has the miller conveniently jailed, but the miller escapes and, after finding the police chief reclining in his wife's bedroom, decides to return the compliment by calling on the police chief's wife.

Before this marital exchange is straightened out and each returns to his own hearth, the picture is enlivened by a medley of catchy Spanish tunes and village dances really danced by villagers.

U.A. DOMINATES LONDON SHOW WORLD

Only the blind don't see United Artists pictures in London and even they hear about them! With two and three first-run houses constantly playing our pre-releases and anywhere from 75 to 100 theatres simultaneously showing the regular runs, our headline is no exaggeration. Recent first-runs included "Don Juan" (4 weeks), "Drummond" (7 weeks so far), "We Live Again" (4 weeks), "Cristo" (2 weeks so far), "Nell Gwyn" (6 weeks) and "Last Gentleman" (2 weeks so far). What a tribute to our product and the energetic sales efforts of Murray Silverstone and staff!

LONDON FILMS TO BUILD ULTRA-MODERN STUDIOS;

COLOR PICTURE LISTED ON PRODUCTION SCHEDULE

Detailed plans for the new studios of London Films at Elstree, England, have been completed by Jack Okey, one of the screen's foremost art directors, who was brought from Hollywood by Alexander Korda to design the big building project. The studio is to cover 97 acres and will be the most modern in the world. Both administration and production structures are to be air-conditioned, and all work will be independent of weather conditions.

Among the pictures listed for early production immediately after the completion of the studios is a full-length film in color. For this, a new process of color photography, known as the Hillman process, will be used.

With "The Scarlet Pimpernel," co-starring Leslie Howard and Merle Oberon; and "Congo Raid" with Paul Robeson, Leslie Banks and Nina Mae MacKinney, completed, Alexander Korda is preparing to start active production on "100 Years From Now," the H.G. Wells saga of the future.

Preparations are also underway for the next vehicle to star Charles Laughton, entitled "Sir Tristram Goes West," which will be made by the brilliant French director, Rene Clair.

London Films will also produce "The Reign of King George V", a film depicting in dramatic form the story of England's ruler from his ascendancy to the throne up to the present time. It will be released as part of the Royal Jubilee to commemorate a quarter of a century of kingship. The writing of the script has been assigned to Winston Churchill, who was Home Secretary at the time of His Majesty's coronation, and has given fifteen of the past twenty-five years to filling many of the greatest offices of State. The production will be directed by Anthony Asquith.

Another interesting announcement from Mr. Korda is to the effect that he has organized a legitimate producing company, known as L.F. Play Productions, which will sponsor plays on the London stage prior to their adaptation for the screen. Among the first of such plays is "Mary Read" by James Bridie, which recently opened at His Majesty's Theatre in London. It is definitely slated as a forthcoming picture with Flora Robson in the title role, which she is now playing in the stage version.

Mr. Korda further announces that London Films has acquired for screen production the popular novel by A.E.W. Mason, "The Broken Road." The story deals with the Northwest frontier life in India, and dramatizes the romance and adventures of empire. A company of technicians will leave for India in two weeks to shoot exteriors at the locale of the story.

STUDIO SNAPSHOTS

Millions of picturegoers all over the world are awaiting the forthcoming group of new 20th Century Pictures. Here are a few interesting facts explaining the tremendous appeal of these attractions:

THE MIGHTY BARNUM:

36 books written on this man's life. Total of 1,600,000 Barnum biographies sold in United States. Translated into fourteen languages.

CLIVE OF INDIA:

Now in its second year on London stage. Fifty books published on his life, also many novels, all translated into many languages.

FOLIES BERGERE DE PARIS:

Has been the world's most famous musical production for the past 50 years. More than 10,000,000 have paid to see it on the Paris stage.

CARDINAL RICHELIEU:

More than 100 books written on his life. The central character of at least 10 stage plays. His life and works have been read by more than 100,000,000.

THE CALL OF THE WILD:

More than 2,000,000 copies sold throughout the world. On the required reading list of every school in the country. More than 1,000,000 copies sold in United States alone.

LES MISERABLES:

Has been translated into every modern language, with a reading circulation of more than 1,000,000 a year for many years.

"Broken Soil," co-starring Anna Sten and Gary Cooper, has gone into production. Ralph Bellamy and Helen Vinson have important supporting roles. King Vidor is directing from a script by Paul Green and Edwin Knopf.

Edward Small, production head of Reliance Pictures, announces the purchase of the rights to a new novel, "The Melody Lingers On," by Lowell Brentano. Sam Wood has been signed to direct it. Another story on the Reliance schedule is "Beau Brummell."

The British & Dominions picture previously called, "The Queen's Affair," will be known as "The Runaway Queen" when it is released by United Artists. Directed by Herbert Wilcox, the film stars Anna Neagle, with Fernand Graavey in the masculine lead.

IT'S A DISNEY WORLD!

London - The suggestion that a statue should be erected to Walt Disney, creator of the Mickey Mouse and Silly Symphony cartoons, was made by Sir Harry Brittain at the annual dinner of the Institute of Amateur Cinematographers at the Mayfair Hotel. "Walt Disney," he said, "is a man who has brought as much happiness to millions as Sir James Barrie has to hundreds of thousands. I think it would be a delightful gesture on the part of England if somewhere, in an appropriate place, a little statue could be put up. I think it would be very much appreciated."

Milan - The genius of Walt Disney was praised at an impressive banquet given recently at the Hotel Continental by the Walt Disney Enterprises and the United Artists organization. Over two hundred distinguished guests from the financial, political, industrial and theatrical worlds, as well as prominent members of the press, were present. After dinner a number of the Mickeys and Sillies were screened for the guests in the great salon of the hotel.

Melbourne - When Charles Scott and Campbell Black arrived here after their record-breaking flight from London - a distance of 11,323 miles, which they negotiated in 71 hours - it was learned that they carried as their mascot a Mickey Mouse watch as well as a letter from Disney's London representative to his Australian representative.

London - A special holiday treat for children will be an all-Mickey Mouse-Silly Symphony matinee, which is arranged for the afternoon of Friday, December 21, at the Leicester Square Theatre, to which the Princess Royal has graciously given her patronage. The proceeds will be devoted to the North-Western Child Guidance Clinic. Each child will receive a present while a special gala tea, with Mickey himself presiding, will be served during the intermission.

New York - Hundreds of miscellaneous toys, books and other merchandise items of the Walt Disney characters, both from his popular Mickey Mouse and Silly Symphony series, are being made by 41 leading manufacturers throughout the United States in preparation for their big Christmas drive, according to Kay Kamen, head of the Walt Disney Enterprises, handling the Disney licensees. Particularly adaptable to holiday season exploitation, these articles will prove of inestimable value to showmen the country over who will be in a splendid position to effect window display tieups with their various department stores.

"THE BAND CONCERT", FIRST MICKEY IN COLOR,

AMONG NEW FILMS DISNEY HAS IN PRODUCTION

Activity at the Walt Disney studios has reached a new high. Two productions - "The Dognapper" and "The Goddess of Spring" were recently completed, and five are in active work.

"The Dognapper" is the filmization of an original story in which Mickey, Peg-Leg Pete, Donald Duck and Fifi play prominent roles.

"The Goddess of Spring" is a Silly Symphony based on the myth of ancient Greece known as "Persephone and Pluto," and took more than six months to complete. An interesting production sidelight is the fact that the two-minute opening scene required 37 unbroken hours of camera work. A full symphony orchestra and a three-manual organ were used to produce the musical accompaniment.

Of the new Mickey productions, the one that is most eagerly awaited is "The Band Concert," the first Mickey Mouse subject to be made in Technicolor. Besides Mickey and his familiar pals, this picture will introduce a new character, who answers to the name of Giddy Goat. Giddy plays the trombone as it has never been played before!

"Two-Gun Mickey", as the title implies, is a blood-stirring saga of the wild and woolly west. Mickey, Minnie, Peg-Leg Pete and a daring band of outlaws shoot it out in a thrilling series of adventures.

The third Mickey subject is called "Mickey's Surprise," in which three live wallabies sent to Disney by an Australian admirer, make their screen debut; that is, they are the inspiration for three of the players in the production. Leapo, Hoppo and Poucho - as the three visitors from "down under" are known, have been cavorting to their hearts' content in the Disney studios since their arrival several months ago. But underneath all the innocence of their capers they have formed the basis for intensive study on the part of Disney's technicians.

The two new Silly Symphonies are "The Tortoise and the Hare," which dramatizes the world-famous fable of perseverance; and "Water Babies," which reveals life under water.

DISNEY CHRISTMAS SUBJECTS

IDEAL HOLIDAY FILM FARE

In "Santa's Workshop," "The Night Before Christmas" and "Mickey's Good Deed," you have three of the greatest short subjects for Christmas ever made. They are as ageless as Santa Claus himself, and actually of greater box-office value now than when they were first released. Those who have seen them want to see them again; and those who have heard about them from their enthusiastic friends are certainly interested in seeing them. Incidentally, if you run out of prints on these, sell exhibitors the idea of using some other Disney, particularly one of the Silly Symphonies. Make this a record Disney Christmas!

U.A. PICTURES CONSISTENT

WINNERS AT BOX OFFICE

There is an old story of a friend who called on a farmer and was frightened by the barking of a ferocious-looking bulldog. As he was running away, the farmer called him back. "Don't you know that barking dogs never bite?" "I know it," replied the friend, "and you know it, but does the dog know it?"

Which is by way of preface to the statement that we know United Artists pictures are winners and you know it too, but do the exhibitors know it? The answer, based on actual box office reports, is a resounding yes!

The new pictures released over here during the past few months have consistently clicked, in many instances establishing new records for receipts, attendance and length of runs. Below we summarize briefly the box office careers of our current releases:

THE COUNT OF MONTE CRISTO - It is doing the best business of any picture on the market all over the country. Typical of exhibitor enthusiasm is this wire from the manager of the Fulton Theatre, Pittsburgh: "Have just completed my fifth week of Monte Cristo which is longest run that any picture ever played since opening of this theatre." John Dervin, U.A. Boston manager, said, "In the history of our exchange no picture has had so many holdovers since Way Down East." North, east, south and west, the refrain is the same - big grosses and increased playing time. This picture ranks with Rothschild, the Cantor films and all the biggest pictures we have distributed in the last five years.

OUR DAILY BREAD - Following the Broadway opening of the Vidor production at the Rialto Theatre, the New York newspapers published the most remarkable set of reviews that have appeared in months. They represent the most eloquent tribute possible to the box office appeal of this great picture. To an out-of-town exhibitor who wired him for the confidential lowdown on the film, Arthur Mayer, the Rialto manager, sent this telegram: "Replying your wire relative Daily Bread - picture much better in theatre than projection room - every review a rave - audience applauds every show - gross fifty percent better than average and will of course hold over for second week." Here is a different kind of motion picture which can be sold for big money to the public if handled in a showmanlike manner.

TRANSATLANTIC MERRY-GO-ROUND - The success of this production is explained by the two words, "swell entertainment." It is an artful mixture of melody, mirth and melodrama and that's enough to satisfy the most hard-boiled picturegoer. Here are some characteristic exhibitor comments: "Topped receipts of Monte Cristo, one of year's aces." "Fourth day showed biggest business in last two years." "Box office lines all day. Smash engagement." "Best box office attraction in six weeks." "Biggest opening day in years. Third day way over first."

WE LIVE AGAIN -- W.G. Van Schmus, managing director of the Radio City Music Hall, world's largest theatre, booked this picture on sight for the biggest guaranteed rental ever offered for any motion picture first run in New York. The film played two big weeks -- a distinction enjoyed by only nine other films since the opening of this house. On the West Coast, at the United Artists Theatre in San Francisco, it did \$2,500 more than Nana during the first week! This is not only one of the finest motion pictures Mr. Goldwyn ever produced, but one that the whole industry can be proud of.

KID MILLIONS -- To say that this is the greatest Cantor picture made yet is merely repeating what the critics are saying! To say that it is smashing all box office records is merely stating the precise truth. Opening on a Saturday at the Rivoli Theatre, New York, it broke a record of four years standing. Not since 1930, has a film attracted so large an attendance. Paid admissions for the first two days totaled 30,000, which represents the extreme capacity of the house. The picture played three weeks to tremendous business, and had to be taken off because it was necessary to book in "Don Juan." The Ice Cream Fantasy in Technicolor is alone worth the price of admission. You should have no trouble getting the highest rentals and the best playing time for this Cantor production!

SPANISH DIPLOMATS ATTENDED

"DON JUAN" PREMIERE AT RIVOLI

The New York premiere of "The Private Life of Don Juan," at the Rivoli Theatre on Dec. 8, was marked by the patronage of leading figures in the diplomatic life of Spain and the Latin-American countries. Officials of 16 countries attended the first evening's showing of the film. Among those present were the Ambassador of Spain and the Consul-Generals of Argentina, Bolivia, Brazil, Chile, Costa Rica, Cuba, Dominican Republic, Ecuador, Guatemala, Mexico, Panama, Paraguay, Peru, Spain, Uruguay and Venezuela.

LONDON PAPER BOOSTS DISNEY STORY

One of the biggest publicity "breaks" on the Disney biography came from London, where Robb Lawson, publicity chief, tied up with "News of the World," weekly newspaper with a circulation of 3,350,000. The paper had several thousand posters plastered all over town and in addition spent 2,000 pounds (\$10,000) in advertising, plugging the feature, which was printed in its entirety on Oct. 21.

PURELY PERSONAL

Joseph M. Schenck, president of United Artists, and Douglas Fairbanks were recent guests of President Abelardo Rodriguez of Mexico at the ceremonial opening of the Mexican National Theatre in Mexico City.

Mr. Schenck returned Nov. 20 from a several weeks' visit to England, where he discussed with Alexander Korda the new lineup of pictures to be produced by London Films for United Artists release.

Alexander Korda is planning a short visit to Hollywood in about four weeks.

Following a year of strenuous activity in screen, radio and stage work, Eddie Cantor, who recently completed "Kid Millions" for Samuel Goldwyn, is rewarding himself with a holiday abroad. It is his first trip to Europe in ten years. He sailed aboard the Rex on December 1 for a vacation of several weeks. Landing in Naples, Cantor will proceed to Rome where he hopes to meet Mussolini; then on to Nice or Cannes, followed by a visit to Paris. He expects to arrive in London in time for Christmas. Just before he sailed, Eddie was the guest of honor at a luncheon tendered him by the Association of Foreign Press Correspondents at the Hotel Gotham in New York.

Walt Disney, who celebrated his 33rd birthday on December 5, was the recipient of two distinctions recently. He was awarded a gold medal for the best animated cartoon - the example cited being "Funny Little Bunnies" - at the International Motion Picture Exposition held in Venice; and he was honored with a comprehensive article in the November issue of Fortune Magazine, the most important publication devoted to big business in America today.

A.A. Lowe, treasurer of our organization in India, is en route to New York and will arrive here December 9. This will be his first visit in several years - a combination vacation-business trip. Welcome, Mr. Lowe!

Harry M. Goetz, president of Reliance Pictures, sailed Nov. 30 for a brief visit to England. He expects to sail from London on December 11.

Note: It has been decided to retain the initial "F" in Mr. Zanuck's name. His pictures will continue to be known as "Darryl F. Zanuck Productions."

SHOWMANSHIP ROUND THE WORLD

Bombay, Calcutta - Despite the fact that newspapers are conservative as regards free publicity, and police regulations do not permit the more spectacular exploitation stunts (such as dropping heralds from an airplane), our India organization under the able leadership of General Manager H.A. O'Connor manages to find ways and means of keeping United Artists pictures before the public. Thru newspaper contests, ballyhoo umbrellas, decorated autos, thorough posting campaign, serializations, distribution of special booklets, etc., they succeeded in rounding out an exploitation campaign on "Rothschild" that ranks with the best that have come to our attention. In Calcutta, Manager Lewis tied up with a local newspaper on a "last line" contest for "Nana," with a pass to the winners. Incidentally, Mr. O'Connor experimented with an all-Disney show at the Wellington Theatre, Bombay, and was himself amazed at the public response. Show ran a full week, after a swell advance and concurrent campaign, which included a tieup with Listerine-Mickey Mouse Masks.

Bucharest - Mauriciu Atlas, U.A. distributor in Roumania, is a live wire showman. Besides carrying on an intensive publicity drive on all our pictures in newspapers and magazines, he has effected a tieup with the local radio station which broadcasts news of our product twice a week. He planted the Disney biography in six papers. And his campaign on "Rothschild" was both thorough and effective.

Budapest - "Extra, Extra, Scandal in Rome; Read All About It; Special Extra, Scandal in Rome!" This was the startling "news" the good citizens of Budapest heard real newsboys shouting on the main streets at the height of the rush hour on a recent day in November. Much to their surprise the papers - a four-page tabloid - were free, too! Just one of the publicity stunts arranged by our distributor in Hungary, Alexander Winter, to boost the local showing of "Roman Scandals." For a ballyhoo, he had a huge head of Cantor, with rolling eyes, on the top of high column, surrounded by figures of the Goldwyn girls, all mounted on a big motor-car, travelling thru the streets. In the evening the car was illuminated, making it a shining target. That's real Broadway showmanship, Mr. Winter!

Buenos Aires - In the No.9 issue of AROUND THE WORLD we suggested an idea for throwaway on "Rothschild." Guy Morgan, general manager in Argentina, went us one better and used it as the basis of an ad. The idea is good for any picture - but of course you can use it only once. (Note: Copies of the ad were sent to all offices.) Our Argentine "gauchos" apparently concentrate most of their efforts in the newspapers and magazines, judging by the hundreds of clippings we receive from them every month. Radio is another medium they use regularly to reach the vast Argentine public not only in the key cities but in the interior.

Copenhagen - Everybody in Denmark is drinking "Nana" cocktails originated by Ingolf Madsen, U.A. manager, who is evidently as good a judge of liquor as of pictures. The ingredients are 1 dash Vodka - 1 dash lemon juice - 2/3 gin - 1/6 grand marnier - 1/6 vermouth. You can call it the Anna Sten cocktail and use it in connection with "We Live Again."

London - Merchandising pictures is second nature to Murray Silverstone's ace publicists, captained by Robb Lawson. Everything is grist for their showmanship mills. Among their recent important tieups was one with Aquascutum, Ltd., coat-makers, in connection with "Drummond." Several hundred dealers devoted their show windows to a display of Colman photos, tieup cards, enlargements of a special cablegram, etc. For "Nell Gwyn" they capitalized on the annual Shoe and Leather Fair by tying up with Norman & Sons on their Nell Gwyn shoes. A dominating feature of this display was a mannequin wearing the actual 8-foot hat as well as the dress which Miss Neagle wore in the film. For "We Live Again" they tied up with the Ninety Minute Cleaners featuring the slogan, We Make Your Clothes Live Again. And with Ever Ready Razor Company on the theory that we live again when we experience a perfect shave with Ever Ready razors and blades. Incidentally, the London pressbook on "Don Juan," made up in advance of the American one, is by far the best pressbook put out by any British company in the last five years. Even the American tradepapers commented on it favorably!

Manila - The recent typhoons here may have made life a precarious existence, but they failed to affect the energetic promotional activities of Charles H. Core, U.A. manager. On "Nana" he arranged two newspaper tieups, one a drawing contest of Anna Sten, the other a Classified Ad stunt, in which the name of a newspaper subscriber, picked at random, was hidden on the classified ad page. Person whose name appeared was entitled to a pass. On "Cellini," Mr. Core ran the "key" contest described in the pressbook. In between stunts, we suppose, Mr. Core was learning how to swim!

Rio de Janeiro, Sao Paulo, Porto Alegre - Put them all together and they spell B-R-A-Z-I-L, of which Enrique Baez is general manager. It would take a couple of pages to describe the campaigns that Ricky and his gang put over week after week. His "Rothschild" and "Nana" campaigns were models of effective merchandising. Ricky is ably aided and abetted by Celestino Silveira, his indefatigable publicity man, and the managers of the local offices. In Sao Paulo, for instance, Manager Virgilio Castello promoted five half pages on "Roman Scandals" absolutely free. Racine Guimaraes, manager in Porto Alegre, also got some swell co-op pages on that picture in his territory. No wonder business this year in Brazil is better than it has ever been since U.A. opened up its exchanges, even exceeding 1928, which was the "boom" year.

Rome - To Mario Luporini, our distributor in Italy, we doff our hat in deep admiration for putting over one of the grandest publicity stunts in years. For obvious reasons, we cannot mention what the story was about, or what picture it indirectly plugged. But his success in engineering the story proves that Mr. Luporini is a publicity ace!

San Juan - "The House of Rothschild" broke all records at the small Fox Theatre, which has a seating capacity of only 574, and attracted more business than did other pictures in opposition houses with double the seating capacity. Reason? You guessed it - exploitation! Lester Sussman, manager in Puerto Rico, put on a dignified but none-the-less efficient campaign that had the whole town talking. The serialization of the story in one of the local papers; a newspaper contest, in which copies of the "Rothschild" book were given as prizes; a tieup with the All-America Cable Company, in which 1,500 cables were sent out inviting recipients to see the film; and full page free publicity stories were the highlights of Lester's publicity ballyhoo.

Shanghai - There is an exhibitor in this town whose name is Leo Saphiere. He manages the Capitol Theatre, which plays our pictures second-run, but Mr. Saphiere has first-run merchandising ideas, judging by some of his front and lobby displays. The one on "Roman Scandals" was a dandy, Mr. Saphiere. Keep up the good work!

Stockholm - Heartiest congratulations to Harold Astrom, manager, who proved that he's not only a showman but a fine newspaper publisher. He issued a special 16-page sheet containing the latest news of United Artists stars, directors, productions, etc. in connection with the opening of "Rothschild." But - and this is the real test of Mr. Astrom's ability - by selling ad space to local merchants, he not only covered the cost of the 100,000 copies he printed, but made a profit of 1,000 crowns! (Note: Copies of the paper are being sent to all offices.) On "Bulldog Drummond," he tied up with a popular fan magazine and ran portraits of ten leading Swedish stars with features mortised out and finger-print of star inserted in space. From these clues readers were asked to guess names of film personalities. A Ronald Colman silver cup was awarded the winner. Criminal-technical laboratory in Stockholm cooperated in formulating the contest. Another good stunt on this picture was a garbled sentence contest, using two sentences from the dialogue of the film. Contestants had to place answers in a special box set up in a leading department store.

Sydney, Melbourne, Wellington - Cecil Marks' Australasian boys, led by Publicity Chief W.C. Lyons in Sydney, and Manager Allen and Exploiteer Fama in Wellington, are ringing the showmanship bell with a regularity and consistency that proves they know their stuff. They have been extraordinarily successful with their all-Disney shows, and

have rolled up some swell grosses for the feature pictures recently released in their territory due to their thorough-going campaigns. They utilize every avenue of publicity, from trailers and window tieups to radio and neon light displays. Yes, sir, they certainly are a wide-awake bunch "down under"!

UNITED ARTISTS EFFECTS UNIQUE TIEUP

WITH FRENCH THEATRES AND NEWSPAPERS

A tieup unique in film history has been effected by Lacy Kastner, U.A. general manager in France, with managing director Umansky, prominent exhibitor, and Louis Dreyfus, powerful newspaper publisher, who has been called the "Hearst of France." As a result of this "triple entente," United Artists pictures will be exhibited in three first-run Paris houses, the Lord Byron, the Avenue, and the Miracles as well as in the second-run Aubert Palace Theatre.

Secondly, the powerful chain of the Dreyfus papers will support Mr. Umansky with a continuous campaign of free publicity running into thousands of lines of space. Mr. Umansky, on the other hand, will stand the expense of all advertising and exploitation. The net result to United Artists is that our pictures will be shown in the best theatres and under the most favorable showmanship auspices at absolutely no cost either to our company or to our producers!

The first picture to reap the benefit of this alliance was "Our Daily Bread," which was launched at the Miracles Theatre with a gala opening, to the accompaniment of reams of free space and an advertising budget of 300,000 francs (\$20,000). It is difficult to overestimate the immense benefit that United Artists will derive from this amazing tieup. It has certainly placed our company in an enviable and impregnable position on the picture map in France.

Much credit is due to Mr. Kastner for his yeoman work in putting through such a herculean deal, and a bow to Curtis Melnitz, publicity director, for his invaluable help and services.

HOLIDAY GREETINGS

This is the time of year when thoughts of "Peace on earth, good will toward men" are uppermost in the hearts of all mankind. So, on behalf of Mr. Kelly and the Home Office Foreign Department, the Editor sends you the season's greetings, with the sincere wish that this will be for you and yours the Merriest Christmas and the Happiest New Year you have ever known!

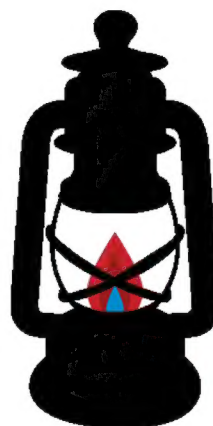
**Scanned from the collections of the Wisconsin
Center for Film and Theater Research, with support
from the University of Wisconsin-Madison
Libraries. Digitization completed by the University
of Wisconsin Digital Collections Center (UWDCC).
Post-production completed in the UW-Madison
Department of Communication Arts.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

**MEDIA
HISTORY
DIGITAL LIBRARY**



<https://www.mediahistoryproject.org/>